

Message Text

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PAGE 01 STATE 108910
ORIGIN COME-00

INFO OCT-01 ARA-14 ISO-00 EB-08 /023 R

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R 281842Z APR 78
FM SECSTATE WASHDC
TO AMEMBASSY BUENOS AIRES

UNCLAS STATE 108910

E.O. 11652: N/A

TAGS: BEXP, AR

SUBJECT: 1978 CCP FOR ARGENTINA - SECOND QUARTER

1. WCAG MET ON APRIL 26 TO REVIEW SECOND QUARTER FY 78 CCP REPORT.
2. WE APPLAUD POST'S EXCELLENT REVIEW OF CURRENT ECONOMIC SITUATION AND TRADE OUTLOOK REPORT. USDOC WILL DISTRIBUTE TO U.S. BUSINESS COMMUNITY THROUGH MULTIPLIER PROGRAM.
3. PETROCHEMICAL CAMPAIGN: MARKET UPDATE, DUE IN THIRD QUARTER APPEARS ON TARGET. WE LOOK FORWARD TO RECEIPT.
4. POWER GENERATION CAMPAIGN: WHILE POWER SECTOR MARKET UNCLASSIFIED

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SURVEY NOT A REQUIRED ACTION FOR THIS CAMPAIGN, WE APPRECIATE POST'S INITIATIVE TO PROVIDE UPDATE BUT THIS ADDITIONAL RESOURCE REQUIREMENT SHOULD NOT BE AT THE EXPENSE OF ANOTHER CAMPAIGN.

5. COMMUNICATIONS CAMPAIGN: WCAG PLEASED WITH POST'S EFFORTS TO FACILITATE ACCESS TO ENTEL ORGANIZATION AND WITH

CONTACTS MADE ON SENIOR COMMUNICATION OFFICIALS. WE HOPE PROGRESS WILL BE MADE ON MARKET SURVEY AND THAT DOCUMENT WILL BE COMPLETED SOON.

6. MINING AND HEAVY CONSTRUCTION EQUIPMENT CAMPAIGN: POST DID NOT MENTION STATUS OF DESK STUDY. WE ASSUME REPORT IS PREPARED AND WILL ARRIVE SHORTLY. STUDY WILL BE USED AS PRIMARY MARKET RESEARCH DOCUMENT FOR CONSTRUCTION, MINING CATALOG SHOW PLANNED FOR FY 79. PLEASE ADVISE STATUS.

7. POST AGAIN IS COMMENDED FOR EXCELLENT SUPPORT OF USTC SAO PAULO EXHIBITION AND SPECIAL ASSISTANCE PROVIDED FOR EXPO-PESCA. WCAG RECOGNIZES ADDITIONAL WORKLOAD PLACED ON EMBASSY IN SUPPORTING USTC EVENTS. WE NOTE IN SAO PAULO 0671 DATED 7 MARCH 78 THAT REPRESENTATIVES FROM NINE U.S. FIRMS THAT EXHIBITED IN T.C. HEALTH CARE EXHIBITION VISITED BUENOS AIRES IMMEDIATELY AFTER THE SAO PAULO SHOW. WE WOULD APPRECIATE POST'S EVALUATION OF THIS TECHNIQUE. SHOULD WE ENCOURAGE BUSINESS VISITORS TO VISIT B.A. AFTER PARTICIPATION IN A T.C. EVENT?

8. WITH IMPROVED ECONOMIC SITUATION IN ARGENTINA USDOC IS CONSIDERING INCREASED PROMOTION PROGRAM IN FY 79, FY 80, EVENTS WILL REQUIRE SPECIFIC MARKET RESEARCH TO PROVIDE RATIONALE FOR THEME SELECTION AND MARKETING DATA TO UNCLASSIFIED

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ENCOURAGE U.S. INDUSTRY PARTICIPATION. PIRS ON LEADING LOCAL MARKET RESEARCH FIRMS ARE WELCOMED AS SOON AS AVAILABLE.

9. APPRECIATE MAJOR PROJECT/PRODUCT REPORTING, PARTICULARLY EXTENSIVE EFFORTS IN PULP AND PAPER SECTOR. WOULD ALSO APPRECIATE POST CABLE ANY IMPORTANT RELATED INFORMATION WHICH COMES OUT OF MARKET SURVEY CALLS, WITHOUT WAITING FOR COMPILATION OF SURVEY. PARTICULARLY INTERESTED IN DEVELOPMENTS ON YACYRETA-APIPE.

10. PRELIMINARY DRAFTING OF FY 79 CCP COMPLETED. DOCUMENT IN FINAL REVIEW STAGES. POST'S COPY SHOULD BE AIR POUCHED BY MAY 5. ARA COORDINATOR AND CMM BRAZIL/ RIVER PLATE WILL BE VISITING POST WEEK OF MAY 15 AS PREVIOUSLY ADVISED. VANCE

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Disposition Date: 01 jan 1960
Disposition Event:
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Disposition Reason:
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